

**BC Square and Round Dance Federation**  
**Annual General Meeting, Penticton, 5<sup>th</sup> August, 2016**  
**Revitalization Task Force Report**

The Task Force has completed two major projects since its inception, namely the redesign of the Federation's Website and the production of colourful, modern Rack Cards and 3-Fold Brochures. Both were major undertakings which took several months to complete.

The website now has a more user-friendly appearance and layout with easy-to-use drop-down menus. Much of the content was reviewed, edited and updated, but there is still more work to be done in this area. Clubs and Regions should ensure that any information relating to them on the website is regularly maintained and revised as necessary. Only they are immediately aware of changes as they are made or happen.

The first printing of 2500 each of the flyers and brochures was in early December. With the co-operation of Brian Elmer, all clubs who were having new dancer lessons in January were invited to order a supply. Most clubs followed up. In addition, the Regions, especially 1 and 2, took supplies for general distribution. Subsequent orders took up the remainder of the first printing. A second printing, also 2500 of each, was made. Orders from this printing have already been received and met, so that as of this date approximately 1700 Brochures and 2200 Rack Cards remain available. Brian will be including this information in his SquareUp BC Fall Paid Advertising. We shall bring stock to Penticton and have it available for clubs wishing to use these materials when recruiting potential dancers for Fall lessons.

For both of the above initiatives, we were fortunate to have the services of a non-dancer graphic designer, Tammi Hall (of Hallographics, Vancouver), whose parents dance in Region 2. She spent many hours on drafts, designs and redesigns treating the BCSRDF as a pro-bono client. The board of Directors, through the President, formally acknowledged the role she played.

Last September, Region 1 took a booth in the Saanich Fair as an experimental recruiting tool for new dancers. The booth was manned by volunteers from the clubs in the region. It is estimated that in excess of 400 people were directly spoken to, so spreading more information about our much enjoyed activity. The clubs gained a total of 19 new dancers as a result of this effort. The booth was not cheap, but the fees derived by clubs in the 2015-16 dance seasons repaid this outlay many times over. Region 1 has decided to take a booth at the 2016 Fair in the hope of achieving similar success. The booth organizers are crossing their fingers for good weather and a great fair attendance.

As of 28<sup>th</sup> November this year the old Society Act under which most of the 27000 Non-Profit Societies in BC are registered will be replaced by the Societies Act. Every society registered under the old act has 2 years in which to register under the new act, failing to do so will result in the loss of its status. The BCSRDF must comply if it is to continue. The new Act makes substantial changes to the format and content of both a Society's Constitution and Bylaws. The Revitalization Task Force has been asked to prepare the required draft documents for approval by the Executive, the Board of Directors and, ultimately, the Members. It is anticipated this process will take not less than 6 months. The Task Force would welcome volunteers with any interest in assisting. A team of 4 or 5 would be ideal.

Finally, the Board of Directors, because of the work which still has to be completed, has extended the mandate of the Revitalization Committee which was originally for two years by a further 12 months.

Respectfully submitted,

Dennis Sutton, Revitalization Task Force Chair

20<sup>th</sup> July, 2016